

ACE Assignment Analysis – MKT 3310-102

Syllabus

Click on the syllabus below to review your assignments for MKT 3310-102.

- <https://info.tamtu.edu/courseslist.aspx>

Course Assignments

Review the important assignments in this course below.

Important Assignments:
Assignment Name:
Exam 1 (Online)-Chapters 1, 2, 3, 4 & 5
Exam 2 (Online)-Chapters 6, 7, 8, 9, 10, & 11
Exam 3 (Online)-Chapters 12, 13, 15, & 16
Final Exam (Online)-Comprehensive

Case Study (Group Activity): You will get assigned into groups during class time, conduct in-depth case analyses, and answer questions at the end of each case with your group members.

Assignment Tasks

Follow these to complete your course assignments. Each assignment is broken down into manageable tasks. Take note of the recommended time spent to complete each task on time.

- **Case Study (Group Activity)**
 - You will get assigned into groups during class time.
 - Introduce yourself to your group members. (1 min)
 - Analyze the case studies given with your group members. Discuss important points and questions. (20 minutes)
 - Answer questions at the end of each case with your group members. (20 minutes)

TIP: Schedule a [tutoring appointment at ACE](#) to review before your quizzes and exams.

- Attend every class.
 - Missing class jeopardizes your final grade.
 - Case study assignments do not have set dates and are in-class activities, so missing class will cause you to miss these assignments.
- Work through the practice exercises provided in each chapter to check for understanding.
- Participate in class discussions and answer/ask questions often.
- Begin studying at least a week in advance to have time to prepare all materials.

Task Scheduler

Use this section to schedule when and how you will complete your assignment tasks. Include what the outcome of the task was. You should not move on to the next task until the previous task is completed. Stick to your schedule.

Review the example below and then create your own task schedule.

Task: Complete research for final paper

Time Needed	Step	Outcome
2 hours	Search for articles on TAMIU Library website.	Spent 1.5 hours researching; found 10 articles that could be used.
1 hour	Make a list of which will be used for research paper.	Chose 5 articles for paper.

Task: _____

Time Needed	Step	Outcome

Disclaimer: Please use this document as a supplemental resource. You must follow class instructions and expectations set by your professor. This handout does not substitute your class nor does it cover the entire syllabus or course.